

A Bold New Future for Newark: A Comprehensive Parking Solution

PRESENTATION BY THE PARKING SUBCOMMITTEE

JUNE 25, 2018

Presentation Agenda – A Comprehensive Parking Solution

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- ▶ About the Parking Subcommittee
- ▶ Strategic Issues/Problems – the Big Picture
 - ▶ To Be or Not To Be Parking
 - ▶ The Changing World of Parking
 - ▶ No Such Thing as Free Parking
- ▶ Solutions
 - ▶ Managing Existing Parking Supply
 - ▶ Balancing Supply and Demand
 - ▶ How Do We Get There?
 - ▶ Why We Need to Do This – A Call to Action
- ▶ Summary and Next Steps

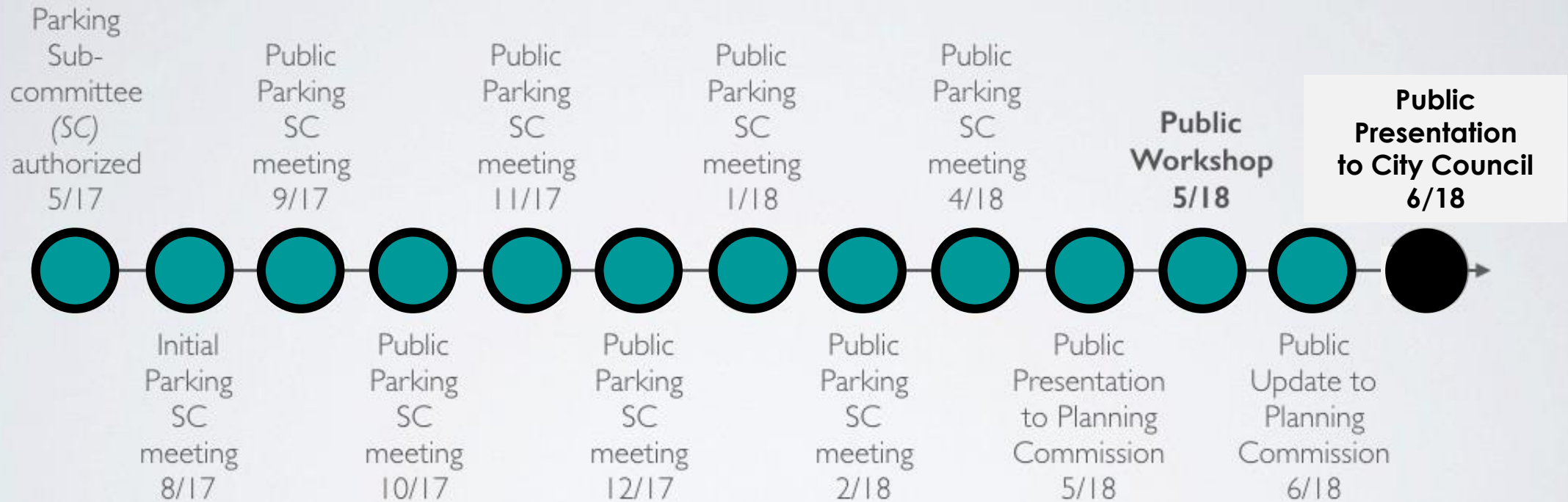
Strategic Issues/Problems

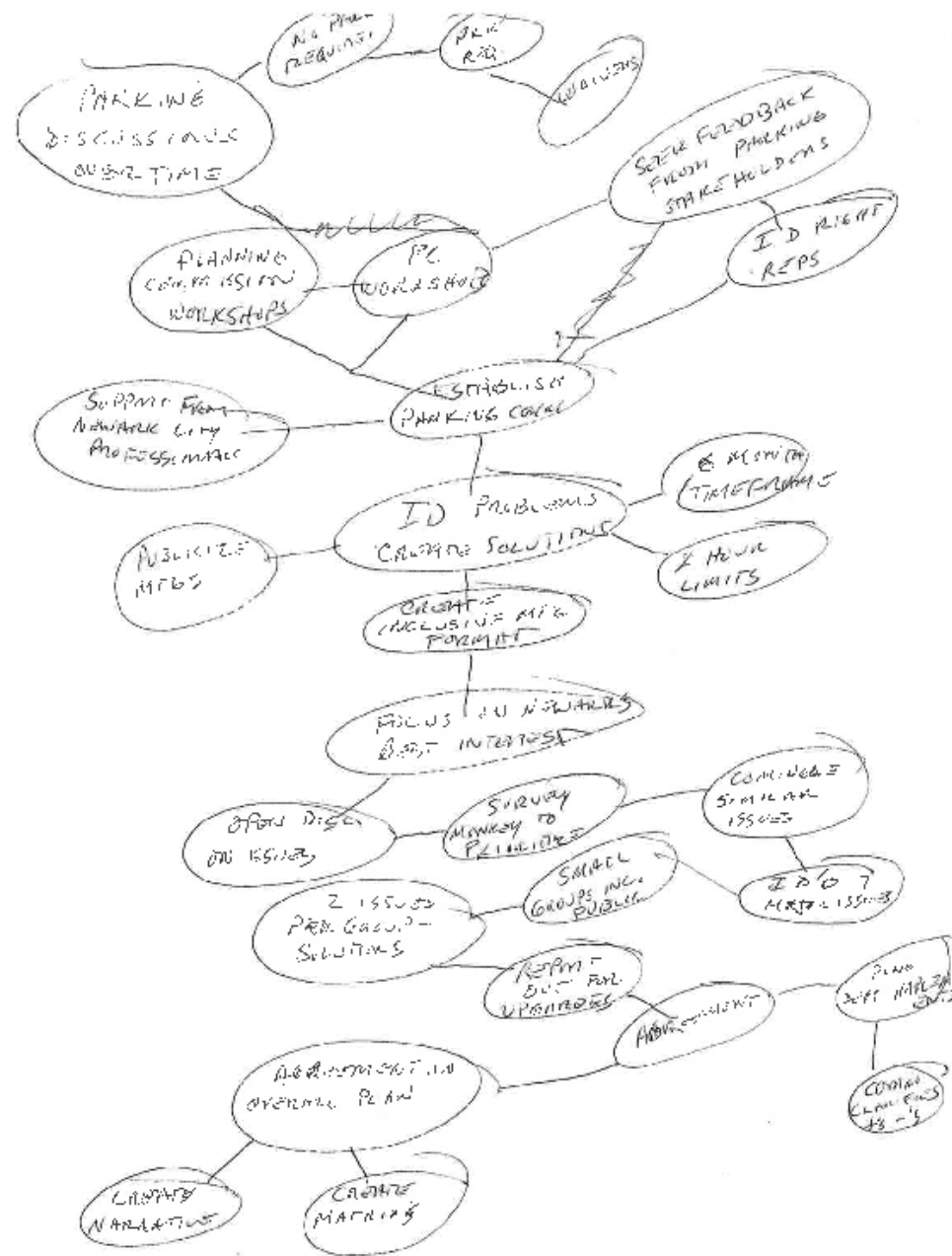
- Cultural Thinking About Parking
- Parking Distribution/Availability
- Economics of Parking
- Zoning Code Revisions
- Stormwater Quality/Quantity
- Employee Parking
- Private Lots not in the City Network

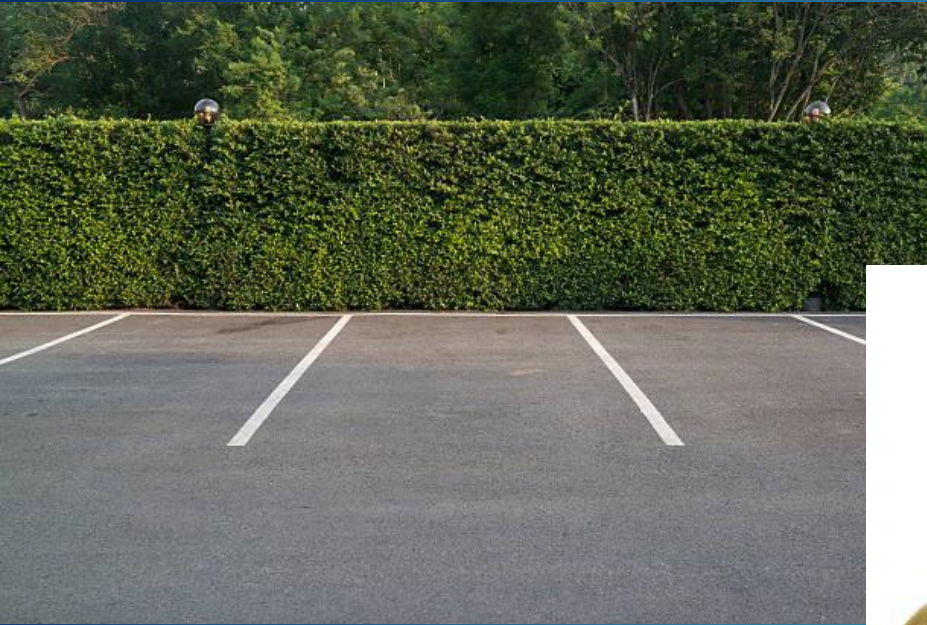
ABOUT THE PARKING SUBCOMMITTEE

FRANK MCINTOSH, PRESIDENT, JUNIOR ACHIEVEMENT OF DELAWARE *RETIRED*
CHAIR OF PARKING SUBCOMMITTEE AND PLANNING COMMISSIONER

STEPS ON OUR JOURNEY TO A MORE LIVABLE NEWARK

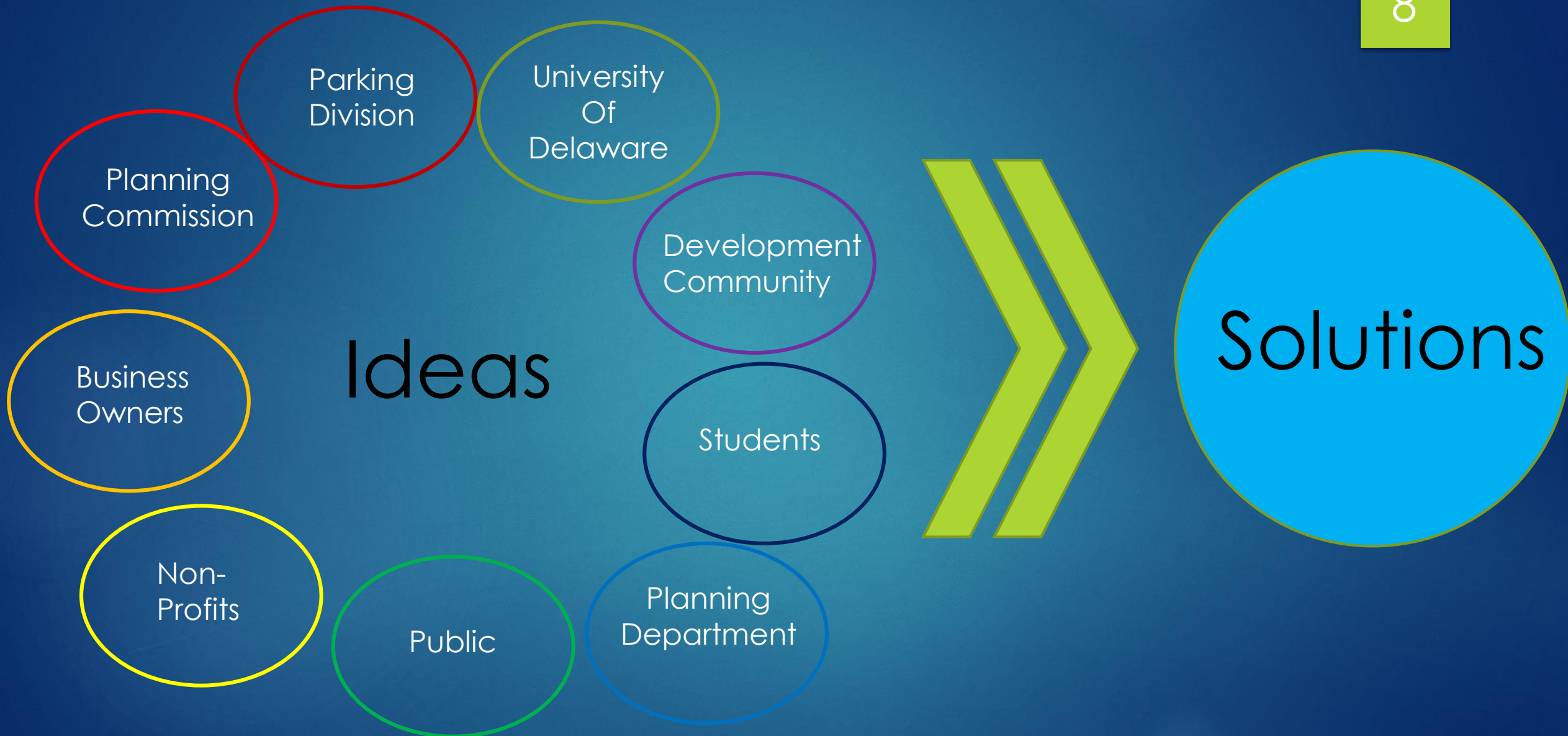






Parking Committee Members

- Jordan Abada, Student – University of Delaware
- Rob Cappiello, Business Manager – United Methodist Church
- Mary Ellen Gray, Director Planning Department – City of Newark
- Mike Fortner, Planner II – City of Newark
- Willard F. Hurd, AIA, Architect and Planning Commissioner
- Chris Locke, General Counsel and Partner, Lang Development Group
- Frank McIntosh, President, Junior Achievement of DE *retired* and Chair of Parking Subcommittee and Planning Commissioner
- Lee Mikles, Owner, Grain Craft Bar + Kitchen
- Richard Rind, Director, Auxiliary Services – University of Delaware
- Alan Silverman, County Planner, *retired*, and Planning Commissioner



STRATEGIC
ISSUES/PROBLEMS

THE BIG PICTURE

TO BE OR NOT TO BE PARKING

LEE MIKLES, OWNER, GRAIN CRAFT BAR + KITCHEN

Cultural Thinking About Parking
Parking Distribution/Availability
Employee Parking
Private Lots not in the City Network



Our Perceptions of Parking Vary Greatly

12-45. - Off-street parking requirements.

(a) All uses permitted under this zoning chapter shall be subject to the following requirements in addition to any special requirements contained in each zoning district. An alternative option may be substituted in the BB zoning district as provided in Section 12-46.

Type of Uses	Standards
Retail stores, all types; supermarkets; adult bookstores/entertainment centers; department stores	One off-street parking space per 100 square feet of gross floor area plus one off-street parking space per 100 square feet of gross floor area plus one off-street parking space per 100 square feet of gross floor area
New and used car and boat sales, mobile dwelling unit sales, truck and trailer sale, outdoor equipment and machinery sales, commercial nurseries	Four off-street parking spaces per 100 square feet of gross floor area during business hours
Furniture and appliance stores	One off-street parking space per 100 square feet of gross floor area
Personal service establishments	One off-street parking space per 100 square feet of gross floor area
Undertakers	One off-street parking space per 100 square feet of gross floor area
Banks and other financial institutions	One off-street parking space per 100 square feet of gross floor area
Hotels and motels	One off-street parking space per 100 square feet of gross floor area
Bowling establishments	One off-street parking space per 100 square feet of gross floor area
Business, governmental and professional offices	One off-street parking space per 100 square feet of gross floor area
Instructional business; trade schools; and, schools	One off-street parking space per 100 square feet of gross floor area
Medical and dental offices	One off-street parking space per 100 square feet of gross floor area
Churches	One off-street parking space per 100 square feet of gross floor area
Indoor recreation and commercial outdoor recreation; swimming club, private	One off-street parking space per 100 square feet of gross floor area
Drive-in or curb service establishment	25 off-street parking spaces
Restaurants and diners	One off-street parking space per 100 square feet of gross floor area
Dwelling, one family	One off-street parking space per 100 square feet of gross floor area
Dwelling, garden apartment, duplex, high-rise apartment, or group housing	One off-street parking space per 100 square feet of gross floor area
Rooming and boarding house	One off-street parking space per 100 square feet of gross floor area
Nursing home, convalescent home, rest home, sanatorium	One off-street parking space per 100 square feet of gross floor area
Automobile service station or public garage	One off-street parking space per 100 square feet of gross floor area
Railroad passenger stations or bus terminals	One off-street parking space per 100 square feet of gross floor area
Hospital	Two off-street parking spaces for patients (excluding nurses' quarters) medical staff medical space per employee employment.
Museum and art gallery, and similar uses	One off-street parking space per 100 square feet of gross floor area for public assembly or floor area for use by the public plus one off-street parking space per 100 square feet of the greatest employment.
Public library	One off-street parking space per 100 square feet of gross floor area for public use plus one off-street parking space per 100 square feet of the greatest employment.
Fire station	One off-street parking space per 100 square feet of gross floor area for public use plus one off-street parking space per 100 square feet of the greatest employment.
Auditorium, stadium, assembly hall, theater, community recreation center, community center, community recreation center	One off-street parking space per 100 square feet of gross floor area for public use plus one off-street parking space per 100 square feet of the greatest employment.
Social club, fraternal, social service, union, and civic organization building	One off-street parking space per 100 square feet of gross floor area for public use plus one off-street parking space per 100 square feet of the greatest employment.
Public or private school	One off-street parking space per 100 square feet of gross floor area for public use plus one off-street parking space per 100 square feet of the greatest employment.
	Three off-street parking spaces per room used for administrative offices, plus one off-street parking space per room used for class instruction, plus one off-street parking space for each five seats in auditorium and other places of assembly or facility available to the public.

34 Different Off-Street Minimum Parking Requirements



Pursuing a New Approach to Parking



Newark is a City
and Parking Should Match That Reality

THE CHANGING WORLD OF PARKING

WILLARD F. HURD, AIA, ARCHITECT AND PLANNING COMMISSIONER

Cultural Thinking About Parking
Zoning Code Revisions
Private Lots not in the City Network



Your car has a home
everywhere you could be



A Cultural Shift is Needed From... The Existing Model

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- Park on-street **in front** of destination
- Park **free**
- City makes developers **provide** parking
- Off-street parking is **private** and can't be shared
- Neighborhood parking is **exclusive** to residents



A Cultural Shift To... An Emerging Model

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- Park **nearby** and walk
- Parking costs \$
- City **facilitates** private / public provision
- Off-street parking is **shared**
- Neighborhood parking is **shared**

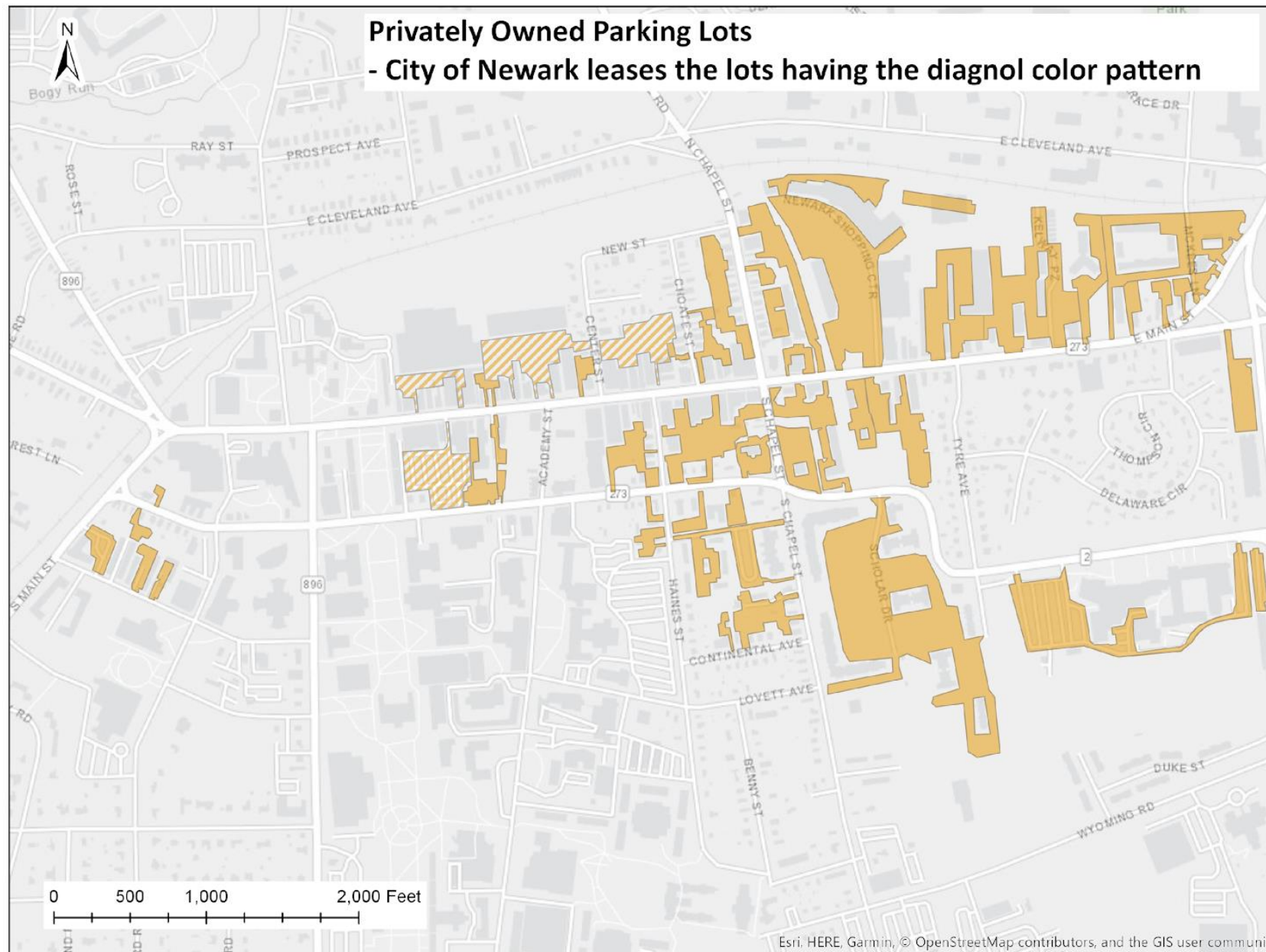


NO SUCH THING AS FREE PARKING

CHRIS LOCKE, GENERAL COUNSEL AND PARTNER, LANG DEVELOPMENT
GROUP











Parking oversupply by the numbers:

2

Oversupply of parking adds unnecessary cost to project development and inefficient use of land:

- Excess surface parking can add \$2 per foot to annual unit leasing cost (@ \$8,000 per stall)
- Excess garage parking can add \$6.00- \$7.00 per foot to annual unit leasing cost (@ \$30,000 per stall)
- For a typical affordable housing development, adding one space per unit increases leasing costs by about 12.5%; adding two parking spaces increases leasing costs by about 25%







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SOLUTIONS

A COMPREHENSIVE PARKING SOLUTION

A COMPREHENSIVE PARKING SOLUTION - INTRODUCTION

FRANK MCINTOSH, PRESIDENT, JUNIOR ACHIEVEMENT OF DELAWARE *RETIRED*
CHAIR OF PARKING SUBCOMMITTEE AND PLANNING COMMISSIONER

A Comprehensive Parking Solution

- Introduction

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What can we do right now
with existing resources?

- ▶ Wayfinding
- ▶ Countdown signs
- ▶ Dynamic Fee Structure
- ▶ GIS
- ▶ App for smart phones
- ▶ Collaborating with UD on parking resources

How do we pave the way
for tomorrow, now?

- ▶ Marketing Plan
- ▶ Subscribe to **CAN DO** mind set
- ▶ Think outside the box
- ▶ Allocate needed resources
- ▶ Create innovative + new resources

MANAGING/SHIFTING/ CHANGING DEMAND

LEE MIKLES, OWNER, GRAIN CRAFT BAR + KITCHEN

Cultural Thinking About Parking
Parking Distribution/Availability
Employee Parking
Private Lots not in the City Network



Managing/Shifting/Changing
Demand

Shifting Employees Parking Needs

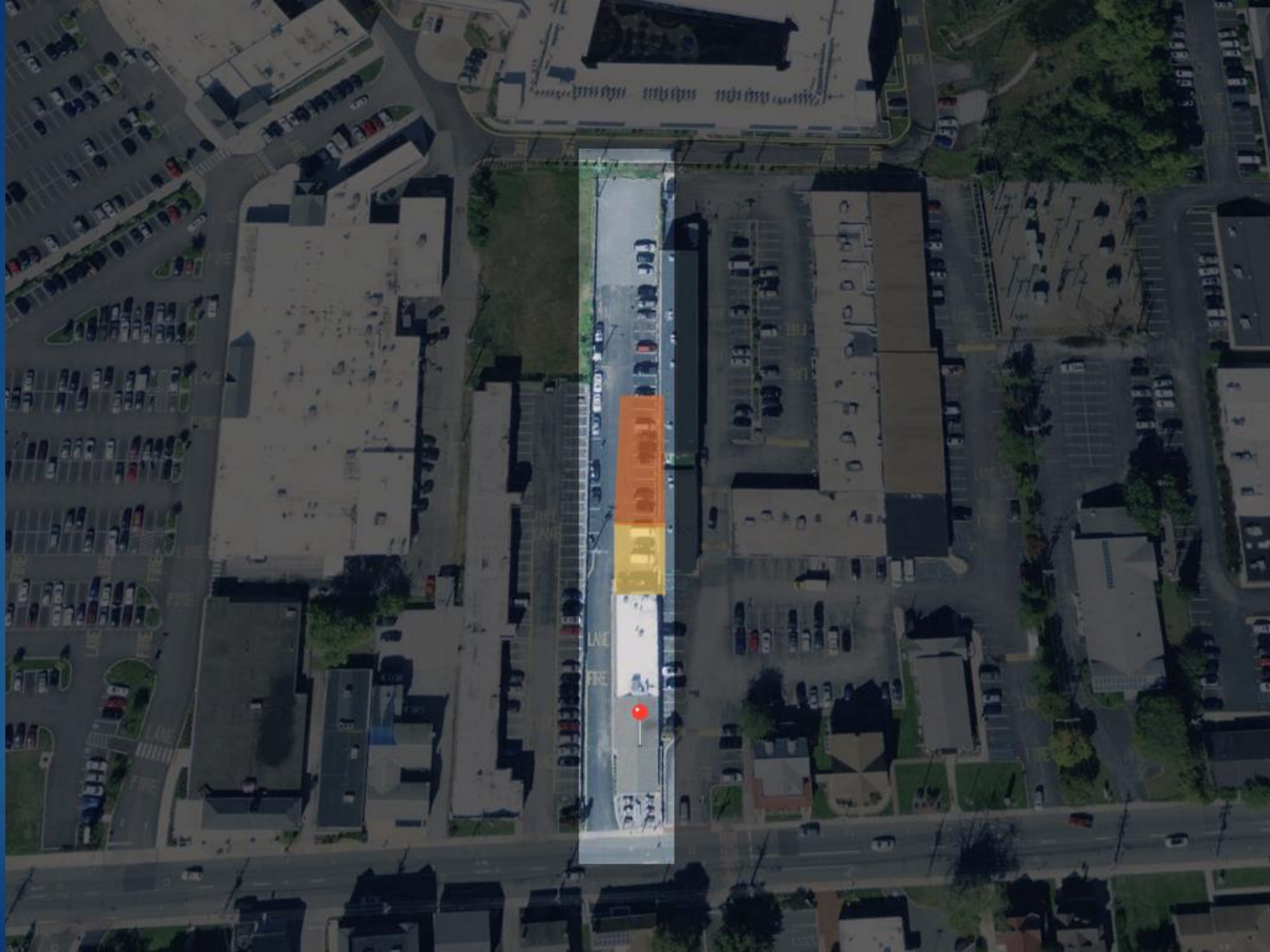
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- University After-Hours Parking
- Starts at 4pm weekdays + all day weekends
- \$17 per month
- Lots managed and maintained by UD









A FRAMEWORK FOR BALANCING SUPPLY AND DEMAND

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CHRIS LOCKE, GENERAL COUNSEL AND PARTNER, LANG DEVELOPMENT
GROUP



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HOW DO WE GET THERE?

WILLARD F. HURD, AIA, ARCHITECT AND PLANNING COMMISSIONER

Sec. 32-45. - Off-street parking requirements.

- (a) All uses permitted under this zoning chapter shall be subject to the following requirements in addition to any special requirements contained in each zoning district. The option may be substituted in the BB zoning district as provided in Section 32-45.1.

Type of Uses	Standards
Retail stores, all types; supermarkets; adult bookstores/entertainment centers; department stores	One off-street parking space per 100 square feet of gross floor area used, plus one off-street parking space per 100 square feet of gross floor area used for outdoor storage or display.
New and used car and boat sales, mobile dwelling unit sales, truck and trailer sale, outdoor equipment and machinery sales, commercial nurseries	Four off-street parking spaces per vehicle, plus one off-street parking space during the peak season.
Furniture and appliance stores	One off-street parking space per 100 square feet of gross floor area.
Personal service establishments	One off-street parking space per 100 square feet of gross floor area.
Undertakers	One off-street parking space per 100 square feet of gross floor area.
Banks and other financial institutions	One off-street parking space per 100 square feet of gross floor area.
Hotels and motels	One off-street parking space per 100 square feet of gross floor area.
Bowling establishments	One off-street parking space per 100 square feet of gross floor area.
Business, governmental and professional offices; instructional business; trade schools; and, other places of assembly or facility available to the public.	One off-street parking space per 100 square feet of gross floor area.
Medical and dental offices	One off-street parking space per 100 square feet of gross floor area.
Churches	One off-street parking space per 100 square feet of gross floor area.

Indoor recreation and commercial outdoor recreation; swimming club, private	One off-street parking space per 100 square feet of gross floor area used, plus one off-street parking space per 100 square feet of gross floor area used for outdoor storage or display.
Drive-in or curb service establishment	25 off-street parking spaces per vehicle.
Restaurants and diners	One off-street parking space per 100 square feet of gross floor area.
Dwelling, one family	One off-street parking space per 100 square feet of gross floor area.
Dwelling, garden apartment, duplex, high-rise apartment, or group housing	One off-street parking space per 100 square feet of gross floor area.
Dormitory	One off-street parking space per 100 square feet of gross floor area.
Rooming and boarding house	One off-street parking space per 100 square feet of gross floor area.
Nursing home, convalescent home, rest home, sanatorium	One off-street parking space per 100 square feet of gross floor area.
Automobile service station or public garage	One off-street parking space per 100 square feet of gross floor area.
Railroad passenger stations or bus terminals	One off-street parking space per 100 square feet of gross floor area.

Hospital	Two off-street parking spaces per three beds intended for patients (except bassinets or beds in student nurses' quarters), plus one off-street parking space per medical staff member, plus one off-street parking space per employee on the shift of greatest employment.
Museum and art gallery, and similar uses	One off-street parking space per four seats in rooms for public assembly or for each 150 square feet of gross floor area for use by the public, whichever is greater, plus one off-street parking space for each employee on shift of the greatest employment.
Public library	One off-street parking space per 400 square feet of gross floor area for public use, plus one off-street parking space per employee on the shift with the greatest employment.
Fire station	25 off-street parking spaces.
Auditorium, stadium, assembly hall, gymnasium, theatre (excluding drive-in), community recreation center	One off-street parking space per four fixed seats in largest assembly room area or for each 40 square feet of floor area available for the accommodation of movable seats in the largest assembly room, or one off-street parking space per 150 square feet of gross floor area, whichever is applicable to the facility.
Social club, fraternal, social service, union, and civic organization building	One off-street parking space per adult attendant, plus one off-street parking space per 500 square feet gross floor area devoted to such uses.
Public or private school	Three off-street parking spaces per room used for administrative offices, plus one off-street parking space per room used for class instruction, plus one off-street parking space for each five seats in auditorium and other places of assembly or facility available to the public.



10,800 SF Office
1 space / 300 SF
36 spaces

7,800 SF Retail
1 space / 200 SF
40 spaces

5,500 SF
Restaurant
1 space / 100 SF
55 spaces

4,500 SF Bar
1 space / 75 SF
60 spaces

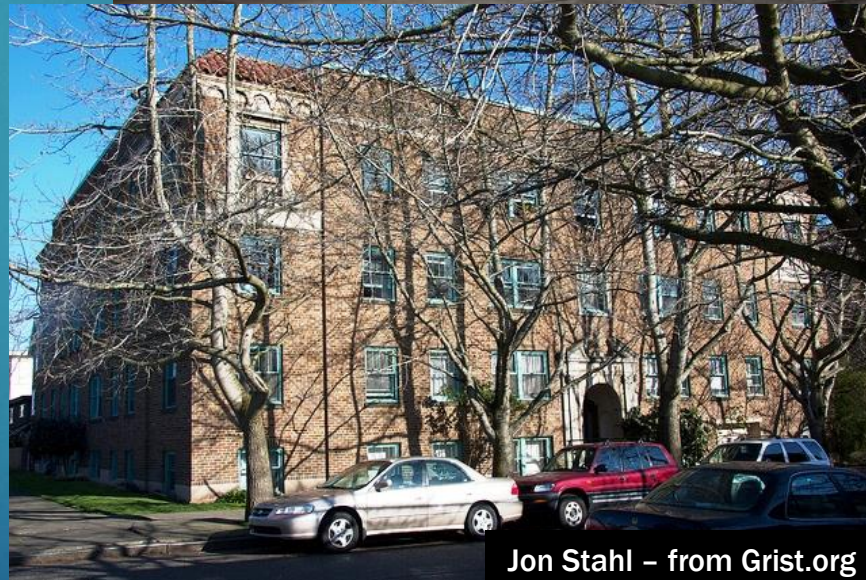
Which Do You Want? Building or Parking?

Required Parking

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Rex Burkholder – from Grist.org



Jon Stahl – from Grist.org

No Required Parking



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Who Else is Doing This?



Substitutes for Parking Spaces



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Where Can We Grow?



Albany 2030

Our Future?

WHY WE NEED TO DO THIS?

FRANK MCINTOSH, PRESIDENT, JUNIOR ACHIEVEMENT OF DELAWARE *RETIRED*
CHAIR OF PARKING SUBCOMMITTEE AND PLANNING COMMISSIONER

Why We Need to Do This

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Why We Need to Do This

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Why We Need to Do This

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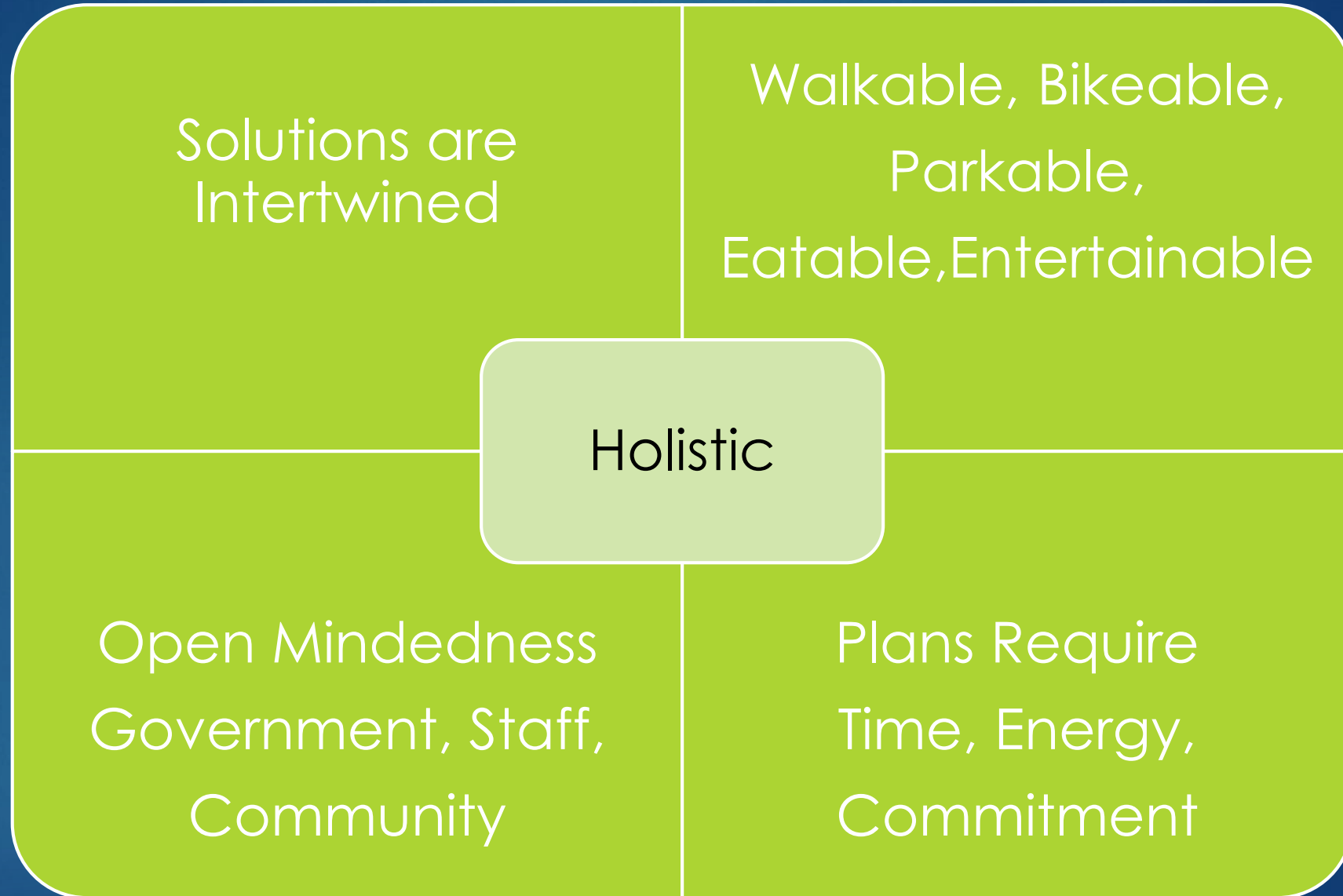


STAR Campus

UD Daily www.udel.org

SUMMARY AND NEXT STEPS

FRANK MCINTOSH, PRESIDENT, JUNIOR ACHIEVEMENT OF DELAWARE *RETIRED*
CHAIR OF PARKING SUBCOMMITTEE AND PLANNING COMMISSIONER



Solutions - Comprehensive Parking System (1 of 2)

- ▶ Cultural Thinking About Parking
 - ▶ Comprehensive marketing plan
 - ▶ Wayfinding; Promotion of Parking Options
 - ▶ Changing Public Perception of Parking
 - ▶ Internal Downtown Circular Bus Route
- ▶ Parking Distribution
 - ▶ Improved Information and Wayfinding Signage
 - ▶ Development of “Parking App”
 - ▶ /partnerships for centrally located Downtown parking garage
- ▶ Economics of Parking
 - ▶ Create “Parking Districts”
 - ▶ Downtown District – eliminate all off-street parking minimums
 - ▶ Shared District – ½ the current requirement for shopping centers
 - ▶ Neighborhood District – mechanism to reduce parking requirements
 - ▶ Decouple parking requirements for residential uses

Solutions – Comprehensive Parking System (2 of 2)

- ▶ Zoning Code Revisions
 - ▶ Create “Parking Districts”
 - ▶ Downtown District – eliminate all off-street parking minimums
 - ▶ Shared District – ½ the current requirement for shopping centers
 - ▶ Neighborhood District – mechanism to reduce parking requirements
 - ▶ Decouple parking requirements for residential uses
 - ▶ Shared Parking
- ▶ Stormwater
 - ▶ Continue to explore locations and financing options/partnerships for centrally located Downtown parking garage
 - ▶ Reduction in parking requirements will allow for larger buildings that will better manage stormwater
- ▶ Employee Parking
 - ▶ Utilize UD's current daily and monthly parking program
 - ▶ Negotiate lease agreements with selected private parking lot owners
 - ▶ Explore potential of installing meters in Newark shopping center in spaces closest to Main street for parking off hours
 - ▶ Explore potential of parking availability at College Square for downtown shuttle route
 - ▶ Maximize use of municipal lots at night for visitors and residents
- ▶ Private Lots not in the City Network
 - ▶ Shared Parking / Private Management



What's
Next?